

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 02886 050831Z

20

ACTION EA-07

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /015 W

----- 117205

P R 050720Z MAR 74

FM AMEMBASSY TOKYO

TO USDOC USTS

INFO SECSTATE WASHDC 0369

UNCLAS TOKYO 2886

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: Y&R: READERS DIGEST AND FY75

TYOWAS 4-192 RE WASTYO 4-180-A&D.

Y&R ESTIMATES COST OF READERS DIGEST AD AT DOLS 4159 FOR SPACE PLUS YEN 178,344 (DOLS 6324.25 AT CURRENT RATE OF YEN 282 TO ONE DOLLARS) FOR CREATIVE WORK. PLEASE CABLE YOUR APPROVAL, WITH COST ACCOUNTING CODE, AUTHORIZING EMBASSY TO DRAW UP CONTRACT FOR DUAL CURRENCY PAYMENT, OR ADVISE IF YOU WILL PAY THROUGH Y&R NEW YORK.

ALSO PLEASE ADVISE APPROXIMATE TOKYO AD BUDGET FOR FY75 IF YOU CAN.
SHOESMITH

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 05 MAR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974TOKYO02886
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740366/aaaacjds.tel
Line Count: 40
Locator: TEXT ON-LINE
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 1
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: kelleyw0
Review Comment: n/a
Review Content Flags:
Review Date: 12 AUG 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <12-Aug-2002 by elbezejf>; APPROVED <04 DEC 2002 by kelleyw0>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: Y&R: READERS DIGEST AND FY75 TYOWAS 4-192 RE WASTYO 4-180-A&D.
TAGS: OGEN
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005